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IT'S HILLSDALE — When You Think of Fine Roses...

Roses from Hillsdale are always better. They are carefully selected, No. 1 field-grown plants—the best in the horticultural market. Each variety has been tested in our own gardens. This assures you of receiving hardy, vigorous plants, which will have beautiful blooms in abundance from varieties well adapted to this section of the Middle West.

Undoubtedly of great benefit to the Rose buyer is the potted plant, which enables us to offer our Rose Department growing and blooming. This new way of selling them eliminates all danger of the plants being retarded in your garden and insures the buyer of exactly the variety desired.

These plants are growing in pots filled with a specially prepared soil, properly fertilized to insure rapid and permanent growth and bloom. Hillsdale Roses can be planted in your garden at any time during the growing season without showing even the slightest wilt of foliage, buds or blooms.

Directions for Re-planting Potted Roses

The re-planting of Hillsdale Potted Roses is very simple indeed. The pots are slit and carefully peeled off from the soil. The ball of earth is then set in the bed so that it comes about ½ inch lower than the finished level of the beds. Be sure that the graft union at the neck of the roots is 1 inch below

the surface. Always press the soil firmly around the roots of any kind of plant. This is done to force the air space out of the soil around the roots. After this, watering to soak the soil thoroughly is all that is necessary.

HILLSDALE Everblooming Hybrid Tea Roses

Modern Hybrid Tea Roses represent the height of the hybridizer's art. They are among the most popular flowers in the world, both for garden decoration and for cutting. The blooms range from single to very double forms, through all the shades of pink, red, orange and yellow. They deserve a special place in every home garden, whether it be informal or formal in type, and will reward the grower with glorious fragrant blooms all summer long. The varieties listed here have been carefully chosen for our locality.

A quantity discount of 5% is allowed on orders for one dozen or more Roses

The price on the following potted plants is \$1.85 each

Our Potted Plants

Ami Quinard. Very dark maroon, almost black.
Autumn. Fall colors—striking orange-yellow, streaked with red. Double.
Betty Upchurch. Lovely contrast of petals; light carmine outside and soft pink inside.
Caledonia. White, full-petaled blooms.
Christopher Stone. A very fine velvety scarlet-red. Blooms freely.
Condesa de Sagato. Popular two-tone Rose, coppery pink inside and rich gold on reverse.
Countess Vandal. An exquisite blend of copper, bronze and pink suffused with gold. Buds and blooms unsurpassed in shapeliness.
Cynthia. Bright Oriental red.
Dame Edith Helen. Very large, full-petaled blooms of glowing pink.
Duquesa de Penaranda. Unusual combinations of apricot, orange and pink. Vigorous plant with beautiful glossy foliage.
Edith Nellie Perkins. Light cerise-pink suffused with gold.
Editor McFarland. A double brilliant pink with fine fragrance.
Etoile de Hollande. Lovely fragrance. Velvety dark red blooms in quantity.
Golden Charm. Clear yellow form of Talisman. Exceptionally fine yellow.
Golden Dawn. Sunflower-yellow shaded with old-rose.
Golden Rapture. Exquisite buds. Double, rich yellow blooms.
Gruss an Teplitz. Dark maroon. Very hardy. One of the old favorite hybrids and still very popular.
J. Otto Thilow. Bud pointed, well shaped; flower large, double, high-centered, rich glowing rose-pink.
Joanna Hill. Fragrant, clear yellow with orange-yellow. Long-pointed buds.
K. A. Viktoria. A favorite white. Good in both bud and bloom; fragrant.
Konigin Luise. Pure white; double. Strong grower.
Los Angeles. Lovely combination of flame-pink, coral and gold.
Margaret McGredy. Orange-scarlet. Strong growing.
McGredy's Ivory. Beautiful creamy white blooms with exceptional fragrance.

HILLSDALE SUB-ZERO EVERBLOOMING HYBRID TEAS

A new race from hardier species that bloom all summer. They are of greater sturdiness and vigor and will live longer and will survive sub-zero winters.

A quantity discount of 5% is allowed on orders for one dozen or more Roses

The price on the following potted plants is \$2.25 each

Break O'Day. Orange to apricot, large, very double flowers. Very vigorous. Free bloomer and delightfully inspiring.
Cedric Adams. Magnificent, sturdy, large and double, scarlet to carmine. Aristocrat of Rosedom.
Dick Wilcox. Deep red, very double blooms.
Henry Field No. 112. Strikingly beautiful large, double, deep red blooms in cluster on sturdy bushes.

Pink Princess. Bud red; flowers deep pink, double. Very popular.
Queen O' The Lakes. Graceful, brilliant and elegant. Double, deep red, velvety blooms; truly the crimson queen of flowers.
Red Duchesse. Captivating fragrance. Rose-red. Colorful foliage; robust and sturdy.
V for Victory. Most beautiful. Large, very double, yellow, fragrant blooms, holds color and blooms constantly in ideal form.

HILLSDALE EVERBLOOMING POLYANTHA AND FLORIBUNDA ROSES

Polyantha means "many flowers," and the characteristic of the type is great clusters of bloom. Floribundas increase the size and improve the volume of the blooms, giving a wider usefulness to the type for both landscape and garden effects.

A quantity discount of 5% is allowed on orders for one dozen or more Roses

The price on the following potted plants is \$1.85 each

Baby Chateau. Blackish crimson buds; flower large, double, fragrant, velvety red. Very vigorous.
Cecile Brunner. Bud long-pointed; flower double and open. Bright pink with yellow base. Free blooming and fragrant.
Dagmar Spaeth. Large clusters of alabaster-white occasionally streaked with scarlet.
Elsie Poulsen. Semi-double, bright rose-pink; fragrant.
Eutin. Lovely double, deep red flowers on mildew-resistant plants.
Floradora. Flower very double, scarlet-red to orange. Upright, bushy; leathery foliage.
Gloria Mundi. Double, orange-scarlet blooms in clusters. Foliage light, glossy; bushy growth.
Golden Salmon. Clusters of bright salmon-orange flowers produced on bushy, well-shaped plants.

HILLSDALE HARDY CLIMBERS

These are old and new Hardy Climbers and Pillar Roses, which seldom need any winter protection. They will bring hundreds of blooms to your garden during June, covering fences and trellises.

A quantity discount of 5% is allowed on orders for one dozen or more Roses

The price on the following potted plants is \$1.85 each

American Pillar. Single blooms of carmine-pink, with white eye and golden stamens.
Cl. American Beauty. Blooms large and fragrant; deep pink, shaded soft carmine.
Mary Wallace. Profusion of large, clear deep pink blooms.
Mme. Gregoire Staechelin. Delicate pink, fragrant flower. Large and vigorous.
Paul's Lemon Pillar. Magnificent, double, lemon-yellow blooms.
Paul's Scarlet Climber. Oceans of bright scarlet flowers.
Royal Scarlet. Deeper red than Paul's Scarlet.
Seven Sisters. Double, deep pink clusters.
Silver Moon. Creamy white flowers with golden anthers.

HILLSDALE SUB-ZERO HARDY CLIMBERS

Sub-Zero Hardy Climbers are a new race from the hardiest species of climbers. They live longer and will survive sub-zero winters.

A quantity discount of 5% is allowed on orders for one dozen or more Roses

THESE PRICES SPECIFICALLY QUOTED ARE FOR POTTED PLANTS.

Cl. Break O'Day. Everblooming. Lovely double, orange to apricot flowers. \$2.50 each.
Golden Climber. Golden yellow, well-formed buds and blooms. Fragrant. Ideal for cutting. \$2.25 each.
Golden Glow. Fragrant, spectrum-yellow. Abundant mass of color. \$2.25 each.
Golden Orange. Yellow and orange. Enormous, unique, crinkly flowers—an outstanding variety. \$2.25 each.
Golden Pyramid. Cadmium-yellow blooms. Very vigorous. \$2.25 each.
Orange Everglow. Everblooming. Dazzling coppery orange. Fragrant. \$2.50 each.

HILLSDALE LANDSCAPE COMPANY • R. R. 13, Box 185 • INDIANAPOLIS, INDIANA

An Invitation to Hillsdale Gardens

Our Rose gardens are located at Hillsdale Nurseries, ¼ mile south of Castleton, Indiana, and 8 miles northeast of Indianapolis on Road 100.

To reach us by motor from Indianapolis, take Fall Creek Boulevard, North Drive, at the intersection of State Road 37 and Keystone Avenue. Proceed to Millersville and continue on the boulevard to one mile beyond the Broadcasting Station, to intersection with Shadeland Road or Road 100; turn to left on Shadeland Road and continue 1½ miles to Hillsdale Nurseries.

A second route is to drive out on the Noblesville Road to the junction of

Road 100 at Allisonville. Turn right (that is, east) on Road 100 and proceed 2 miles through Castleton to Hillsdale Nurseries. Or take any through street north out of Indianapolis to Road 100 and turn east on Road 100 to Nursery. From the eastern section of Indianapolis, take any through street east to Road 100, and follow Road 100 north to Nursery.

You are cordially invited to visit Hillsdale Gardens at any time. If you cannot visit us, call us for any information you need about Roses. Telephone: Broadway 3495.

WHAT IS A.A.R.S.?—ALL-AMERICA ROSE SELECTIONS, INC.

Each year new Roses are planted in various gardens throughout the country, and these are tested under the most exacting conditions. The All-America Rose Selections, Inc., judges them and chooses the outstanding winners for the year. Therefore, you may buy with confidence those Roses marked "A.A.R.S."

HILLSDALE Newer Everblooming and Patented Hybrid Tea Roses

A new and different Rose usually is patented by the breeder if he feels it is sufficiently valuable to warrant the expense of patenting.

A quantity discount of 5% is allowed on orders for one dozen or more Roses

These prices specifically quoted are for potted plants

Applause. Winner of Bagatelle Gold Medal. Large, fragrant, light red buds open slowly into 50-petaled open blooms; prolific bloomer. \$2.50 each.
Apricot Queen. A.A.R.S. Spicy fragrance. Coppery orange-pink with orange base. \$2.25 each.
California Centennial. Fragrant; crimson. Exceptionally long-pointed buds. \$2.50 each.
Capistrano. The 1950 A.A.R.S. winner. Deep glowing rose-pink. Large buds and flowers on extra-long, strong stems. \$2.75 each.
Charles Mallerin. One of the loveliest rich dark red Roses, almost black. Very fragrant. Strong grower. \$2.50 each.
Charlotte Armstrong. A.A.R.S. Award for 1941. Very double blooms of sparkling cerise. Perfectly formed, blood-red buds. \$2.50 each.
Chief Seattle. Chosen the official Rose for the 1952 Centennial for city of Seattle. Buff-apricot, above average size. Many petals, ruffled. Very rich tea fragrance. Vigorous grower. \$2.95 each.
Crimson Glory. High-centered, very double blooms of deep crimson. Fragrant, and free blooming. Vigorous. One of the best reds. \$2.50 each.
Cynthia Brooke. Unusually prolific; excellent foliage. Buff to golden yellow and shades of pinkish orange. \$2.25 each.
Debonair. Large, double, high centered, butter-yellow. Vigorous. Leathery foliage. \$2.25 each.
Diamond Jubilee. 1948 A.A.R.S. winner. Should be in every garden. Sturdy, with long-lasting blooms of warm buff-orange appearing almost continuously. \$2.50 each.
Enchantment. Enormous, apricot blooms; full petaled and fragrant. \$2.50 each.
Eternal Youth. Clear pink. Fragrant. Free blooming and easily grown. \$2.25 each.
Fandango. Deep scarlet bud opens to unbeatable eye-catching bright Chinese red color. Large, ruffled flower has 16 to 25 petals. \$2.50 each.
Fantasia. A mass of bright golden yellow blooms of fine form and color. \$2.25 each.
First Love. Delightful shade of pale dawn pink. Pleasant tea fragrance; gracefully pointed petals, borne on a long stem. Long lasting; ideal for cutting. \$2.75 each.
Forty-niner. The 1949 selection of A.A.R.S. Inside of petals a vivid Orient-red contrasting well with the straw-yellow outside. \$2.50 each.
Fred Howard. A.A.R.S. Award for 1952. Long, rich yellow buds tipped with delicate penciling of light pink. Strong, hardy, fully branched; dark shiny foliage. Grows high. Excellent for cutting. Blooms from early spring to late fall. \$2.95 each.
Golden Scepter. A new golden yellow with long buds, opening into majestic, 5½-inch blooms. \$2.95 each.
Greer Garson. Beautiful silver-pink. Large flowers throughout the summer. Vigorous grower. \$2.25 each.
Happiness. Brilliant red. Well-formed, large, long-lasting blooms. Splendid for cutting. Plants are strong and healthy. \$2.75 each.
Heart's Desire. A.A.R.S. Award for 1942. Even shade of luminous red. Alluring fragrance. \$2.25 each.
Helen Traubel. A.A.R.S. Award for 1952. Color varies with weather; sometimes a light sparkling pink, more often a luminous apricot. Unusually large, long buds. Very vigorous. \$2.95 each.
Katherine T. Marshall. A.A.R.S. Award for 1944. Sparkling warm pink. Large, cupped blooms. \$2.25 each.
Lowell Thomas. A.A.R.S. Award for 1944. Clear canary-yellow. Buds large and pointed. \$2.50 each.

HILLSDALE NEWER EVERBLOOMING PATENTED FLORIBUNDA ROSES

A quantity discount of 5% is allowed on orders for one dozen or more Roses

Betty Prior. Face of petals shell-pink, reverse dark carmine. Hardly and vigorous. \$2.00 each.
Chatter. A continuous display of bright crimson clusters of bloom. \$2.00 each.
Donald Prior. Bright scarlet shaded with crimson. Excellent for massing. \$2.00 each.
Fashion. Top A.A.R.S. winner for 1950. A new creation and a new color. Oriental red buds open to a sparkling coral-pink, suffused with gold. \$2.50 each.
Garnette. Bright scarlet-red, 2-inch blooms; vigorous. Cut flowers keep exceptionally long. \$2.25 each.
Geranium Red. Large, camellia-type blooms of most unusual red-geranium color. \$2.25 each.
Goldlocks. The best yellow Floribunda. Golden yellow; long lasting. \$2.00 each.
Masquerade. Clusters of 10 to 25 buds of yellow, red, pink, lemon and sometimes orange; becomes rose-pink as petals unfold and gradually deepens to deep red. \$2.50 each.
Permanent Wave. Crinkled, fluted edges give each petal a permanent wave. Rosy pink. \$2.00 each.
Pink Bountiful. Delightful soft pink; perfectly formed buds and blooms. \$2.00 each.

HILLSDALE NEW EVERBLOOMING CLIMBERS, HYBRID TEA CLIMBERS, and PATENTED CLIMBERS

A quantity discount of 5% is allowed on orders for one dozen or more Roses

Aloha. Deep coral-pink. Full, double blooms measure about 5 inches across. Continues blooming frequently all during the summer. Needs slight winter protection. \$2.95 each.
Blaze. Blazing scarlet. Grows luxuriantly. Hardy and dependable; a recurrent bloomer. Pillar Rose. \$2.25 each.
Cl. Crimson Glory. Deep crimson. Climbing form of the popular Hybrid Tea. Will require slight protection during winter. After the first peak of June bloom, continues to produce frequently during the entire season. \$2.50 each.
Cl. Peace. Varied shades of pink and yellow. Simply lovely. Climbing form of popular Hybrid Tea, Peace. Will require slight protection during winter. After the first peak of June bloom, continues to produce frequently during the entire season. \$2.75 each.
Doublblooms. Best of all-purpose yellow climber. Strong grower; blooms in great profusion for long period during June. Large, golden flowers. Spicy fragrance. \$2.25 each.
Dr. J. H. Nicolas. Everblooming. Double, rose-pink flowers of large size. Rich fragrance. Pillar Rose. \$2.25 each.
High Noon. A.A.R.S. Award for 1948. Lemon-yellow, tinted with red. A pillar Rose. Continues blooming frequently all during the summer. \$2.25 each.
King Midas. Large, double, golden yellow. Buds touched with red. It will produce hundreds of blooms in June, covering fences and trellises. \$2.25 each.
New Dawn. Best everblooming climber. Apple-blossom-pink flowers with old Rose fragrance. \$2.25 each.

Pinkie. A.A.R.S. Award for 1948. Perfect little pink buds opening to 2-inch blooms. \$2.25 each.
Pinocchio. Buds pointed, salmon flushed with gold, opening to soft pink. Continuous blooms. \$2.25 each.
Pinocchio, Lavender. Entirely new color; true, clean lavender with mass of golden yellow stamens. \$2.50 each.
Pinocchio, Red. Rich velvety dark red; fragrant. Free blooming. \$2.50 each.
Pinocchio, White. Great masses of lovely white bloom. Dark green foliage. \$2.50 each.
Pinocchio, Yellow. Newest of Pinocchio family. Sturdy bush about 3 feet tall; produces masses of apricot-yellow blooms. \$2.25 each.
Rochester. Dark pink buds developing into perfect blooms of cream and yellow flushed with pink. Free blooming. \$2.00 each.
Snowbank. Large-flowered clusters of blush-white. \$2.00 each.
Vogue. A.A.R.S. Award for 1952. Unique brilliant cherry-coral color or brick-red. Vigorous. \$2.75 each.
World's Fair. A.A.R.S. Award for 1940. Clusters of large, velvety, rich scarlet blooms. \$2.25 each.

HILLSDALE RUGOSAS, HYBRID PERPETUALS and MISCELLANEOUS ROSES

This group includes the Shrub, Wild Species and Hybrid varieties, useful in landscape work for the shrub border. These Roses are hardy in the coldest regions and require little attention except pruning to keep them in balance.

A quantity discount of 5% is allowed on orders for one dozen or more Roses

The price of the following potted plants is \$1.85 each

American Beauty. Crimson-carmine, fragrant; long, strong stems. Vigorous.
Austrian Copper. Single, brilliant orange-red flowers with yellow reverse.
F. J. Grootendorst. Small, bright red flowers in clusters. Everblooming.
Frau Karl Druschki. Snow-white, immense blooms; pointed buds. Vigorous. One of the old favorites.
Hansa. Double, reddish flowers of large size.
Harison's Yellow. Scandalously handsome yellow double flower.
Hugonis. The Rose of China. Enormous, double, white flowers, above the branches. Very large blooms with long stems.
Pink Grootendorst. Charming pink variety of Grootendorst. Everblooming.

Hillsdale ANNUAL ROSE FESTIVAL

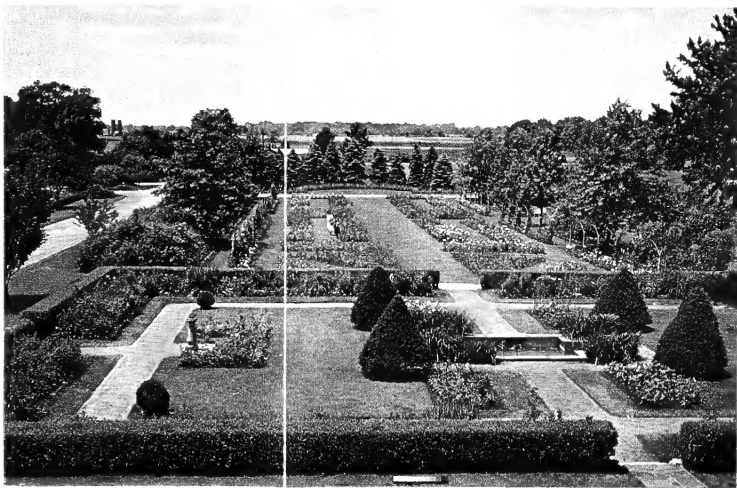
This year on June 7 and 8, when the Roses are in full bloom, our large display gardens will be formally open to the public at our Annual Rose Festival. Our new Rose garden with over 3,000 Hybrid Teas, Climbers and Floribunda Roses now blooming in their second and third year, will be a beautiful sight to behold. We have added all the newer and best introductions and now have the finest and largest Rose garden in this section of the country. Many of the All-America Rose Selections of the past several years will be on display. Last year over 60,000 people visited our gardens during Rose Festival week. We have enlarged our parking facilities close to the garden and therefore will be able to accommodate an even larger attendance.



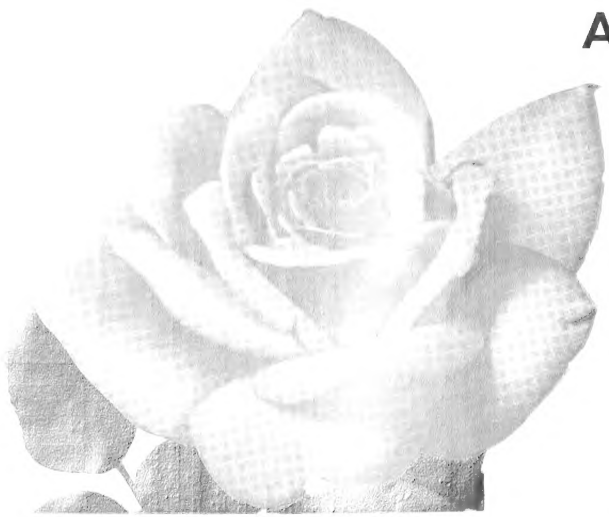
Procession of the Rose Queen and her escorts through Hillsdale Gardens at our fifth annual Rose Festival

AMERICA'S FINEST ROSES ARE GROWN AND DISPLAYED AT HILLSDALE GARDENS

THE LARGEST ROSE GARDENS IN INDIANA



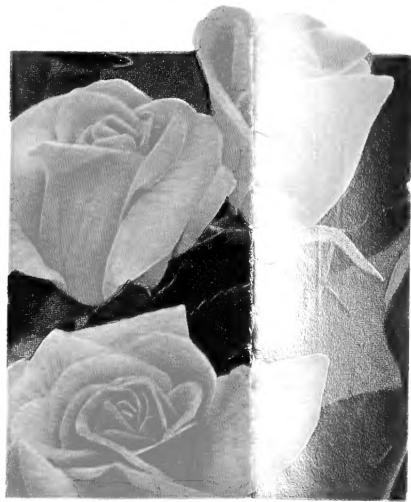
Why not visit our Gardens and see these Roses blooming before you make your selection?



HELEN TRAUBEL. A.A.R.S. Award for 1952
\$2.95 each



FRED HOWARD
A.A.R.S. Award for 1952
\$2.95 each



FANTASIA. \$2.25 each



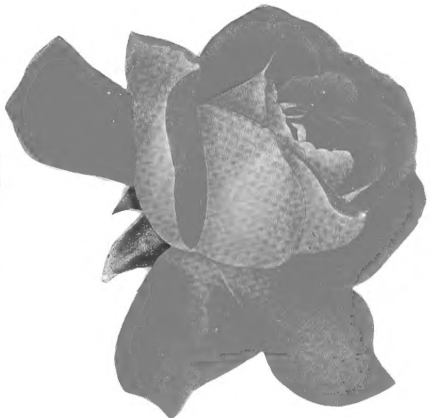
MARY MARGARET
McBRIDE
A.A.R.S. Award for 1943. \$2.25 each



TALLYHO. A.A.R.S. Award for 1949
\$2.50 each



CAPISTRANO
A.A.R.S. Award for 1950
\$2.75 each



CONDESA DE SASTAGO
\$1.85 each



PEACE
A.A.R.S. Award for 1946
\$2.95 each



CHARLOTTE ARMSTRONG
A.A.R.S. Award for 1941
\$2.50 each



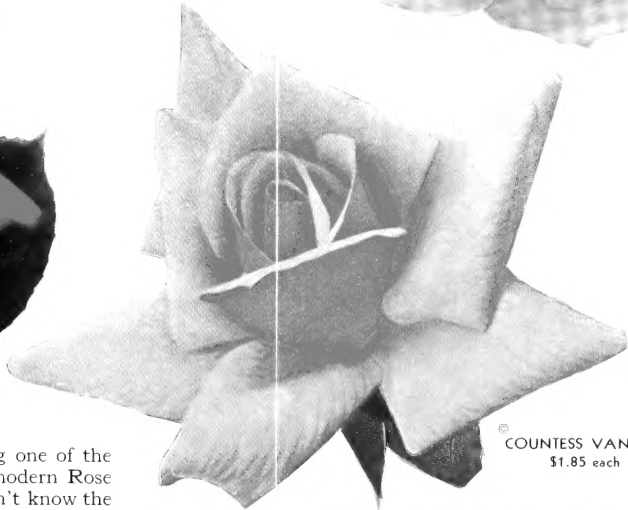
MIRANDY
A.A.R.S. Award for 1945
\$2.50 each



SUTTER'S GOLD
A.A.R.S. Award for 1950
\$2.75 each



NEW YORKER
\$2.50 each



COUNTESS VANDAL
\$1.85 each



CRIMSON GLORY
\$2.50 each



FORTY-NINER. A.A.R.S. Award for 1949. \$2.50 each

You're missing one of the best parts of a modern Rose garden if you don't know the newest Floribundas.



© FLORIBUNDA ROSE, VOGUE. A.A.R.S. Award for 1952
\$2.75 each



Floribunda, FASHION
Top A.A.R.S.
Award for 1950. \$2.50 each



© FLORIBUNDA, RED PINOCCHIO
\$2.50 each



IMPROVED LAFAYETTE
\$1.85 each



CLIMBER, BLAZE. \$2.25 each



CLIMBER, KING MIDAS. \$2.25 each



© CLIMBER, CRIMSON GLORY
\$2.50 each